



The Americas Update

Business Opportunities

Argentina

Industry: Solid Urban Waste Handling Equipment

Argentina is a Federal Republic, with federal, provincial and municipal jurisdictions. Management of solid urban waste is generally the responsibility of each municipality.

The federal government sets the minimum requirements for waste management. The provinces are responsible for establishing their own legislation, which is then administered by the municipalities.

There is a wide range of levels and sophistication of solid urban waste management in Argentina. In Buenos Aires and some major cities there is a growing movement at disposing of solid waste in a planned, methodic way. In the rest of Argentina the practice of disposing waste is haphazard. There are hundreds of open-pit waste dumps that create environmental problems. It is generally believed that the municipal authorities with jurisdiction over these dumps will eventually be forced to come to adopt more modern disposal methods. In some cases, this will entail the design of a comprehensive program, involving minimization, characterization, separation, re-utilization, recycling, and treatment/disposal.

At present, a national SUW management program is under study by the Secretariat of the Environment through a pilot project in the provinces of Chubut and Tucuman. This World Bank-financed plan aims to eliminate abundant open-air dumps. It involves the creation of several separation plants in each of the provinces to process between 500-800 tons of solid waste per day. In principle, this represents an opportunity for suppliers of waste handling equipment, as the provinces lack the technologies and equipment to carry out the required processes according to international standards.

For more information, click [here](#).

Canada

Industry: Woman's Apparel

A common complaint of baby boomer women, especially working women, in Canada is that apparel designs and sizes are aimed too often at younger women and are too small and too trendy for their needs. However, this segment of the market offers great opportunities for women who not only demand more variety, but also have the income and desire to spend. An increasing amount of retailers in Canada are beginning to cater to older women's fashion demands for the "real" woman, and U.S. clothing suppliers and direct marketers of apparel should find plenty of opportunities in this market.

For more information, click [here](#).

Canada

Industry: Forestry

Ontario's US\$16 billion (C\$19 billion) forestry industry is ready for a change. According to Business Edge, a bi-weekly news magazine for Alberta, British Columbia and Ontario, the Ontario forestry industry is suffering from high manufacturing costs. The Ontario Forest Industries Association (OFIA) has been increasing awareness of on-going and imminent job cuts, plant closures, and higher susceptibility to foreign competition. The cause of these industry ills is that Ontario is one of the highest-cost forestry jurisdictions in the world.

The OFIA says that plants in Ontario have been modernizing for a long time. Most major companies have invested between US\$84-295 million on plant upgrades and that such capital expenditures are continually needed to keep up to date with this global industry. Reducing cost by means of better energy use, increasing operational efficiency and using new innovative technologies are all important considerations for the Ontario forestry industry in order to remain competitive.

It is expected that for the next five years, this industry will undergo further changes with many plants restructuring by either changing product lines being

manufactured and/or making investments in improving plant functionality.

For more information, click [here](#).

Colombia

Industry: Plastics Materials and Resins

The plastics sector is one of the most dynamic of the Colombian economy as it serves most industries. The Colombian plastics processing industry was stable in 2004. 2005 has created great expectations among local importers of plastics materials and resins and plastic processors as the proposed Andean Free Trade Agreement will bring new opportunities for their products.

According to the National Plastics Association (Acoplasticos), the local production of plastic raw materials and resins (PMR) grew by four percent in 2004 as a result of propylene polymers production increase from 280,000 tons in 2003 to 320,000 tons in 2004. Real growth in the plastics sector averaged six percent annually during the 2003-2004 period. As the Colombian economy and local demand for plastic products grow and the export programs are accomplished, this sector should continue to have a healthy growth of five percent for the 2006-2007 period.

The local demand for plastic materials and resins is estimated at 623,000 tons per year, assuming a consumption of 14.6 kilos of plastic products per capita. Despite local production estimated at \$699.2 million in 2002, \$734.1 in 2003, and \$769 in 2004, plastic materials and resins imports account for approximately 55 percent of the total market, with the U.S. market share averaging 90 percent for the 2002-2004 period.

There is a small amount of competition from Germany, South Korea, Mexico and Venezuela. Colombia is still a large export market for U.S. plastic materials and resins. Polyethylene of 0.94 gravity or more, polyethylene of less than 0.94 gravity, linear low density, polypropylene, polyvinyl chloride emulsions and suspensions, and polyesters are the best prospects for imports into Colombia.

For more information, click [here](#).

Dominican Republic

Industry: Textiles

The United States and Dominican Congresses recently approved the Central American Free Trade Agreement-Dominican Republic (CAFTA-DR).

The agreement will greatly expand the bilateral trade between the participating countries; it will also allow for greater access for U.S. exports into the region. The member states of CAFTA-DR, combined, already constitute the 10th largest market for U.S. exports in the world. In 2004, the United States exported nearly \$16 billion of manufactured goods to the region, of which 27% was exported to the Dominican Republic; the largest market among the CAFTA-DR partners. The United States exports 56% of all Dominican imports and enjoys a market share of over 70% in consumer goods imports into the Dominican Republic.

CAFTA-DR is expected to be implemented on January 1, 2006. However, the CAFTA-DR partners that have ratified or approved the agreement must formally agree on an implementation date. The U.S. Chamber of Commerce estimates that upon implementation of the CAFTA-DR, US exports to the region could grow by 20% in the first year. When implemented, CAFTA-DR provides for the immediate elimination of tariffs on 80% of all manufactured goods exported from the United States. Customs duties on the remaining 20% of products will be phased out over the next five to fifteen years. In addition, the CAFTA-DR will require each member country to take steps to improve government transparency, customs procedures and the protection of foreign investments.

For more information, click [here](#).

Ecuador

Industries: Automotive Equipment and Parts

In 2004, the total market for automotive parts and accessories was more than US\$154 million, 7% more than 2003, and it is expected to grow 10% during 2005. Because of its size and sophistication this market is considered to be complex and vulnerable. The demand for parts and accessories has increased in Ecuador due to the demand growth for vehicles. Ecuadorian imports show that the United States has been the major source for automotive parts and accessories for the last two years. In 2004, the U.S. had a 25% market share, followed by Japan with 8%, Colombia with 6.5%, Brazil 6%, and China 3%. These countries account for 48.5% of the import market. For the same year, U.S. exports grew 4% in relation to 2003, and a 7% growth is expected for 2005. U.S. vehicle equipment suppliers have many opportunities in the Ecuadorian market. Demand is continually growing, especially for new and unique accessories.

For more information, click [here](#).

El Salvador

Industry: Carpets and Textile Floor Coverings

Market opportunity outlook is better for carpets for commercial and office buildings. For instance, there are at least three shopping centers already built with long-term development phase-out plans that includes food court area, restaurants and bars, movie theaters, and bank service branches; and in one case, the area under development includes condos and hotels. Plans to build several new hotels in a maritime port area under development have already been laid out by developers. A tourism law is underway to foster development of tourism infrastructure, and exploring tourism sites with hotels, boutiques and spas potential.

For more information, click [here](#).

Mexico

Industry: Agricultural Equipment and Machinery

Good potential exists for U.S. firms that can provide a reasonable price along side financing options and service/support for both used and new agricultural equipment. Larger farms and agribusinesses with access to greater capital will continue to dominate the vast majority of agricultural equipment purchases, and as such will remain a profitable sector to pursue.

Demand for agricultural machinery for horticulture should continue to grow in relation to increased production demands. The market for equipment designed for smaller plots of land will see an upturn in the coming years. Nonetheless, some imports, such as tractors, will face stiff competition from Mexican production, which meets much of internal demand.

Used equipment will also gain market share among smaller farmers who primarily see cost and access to credit as purchase determinants.

For more information, click [here](#).

Venezuela

Industry: Thermoelectric Power Plant

This report should be of interest to U.S. companies specialized in the design and construction of thermoelectric power plants planned for the year 2006/2007.

Venezuela's president has announced the government's decision to build a new power plant on the Paraguana peninsula at the northern coast of Venezuela. This peninsular is site of numerous petroleum industry related industrial sites as well as one of the largest petrochemical complexes in the

world. It is also the site of a growing industrial free trade zone. Paraguana as suffered for a long time of brownouts and insufficient electric power capacity. The now revealed project will consist of three large gas turbines and is to have a capacity of 300 mW, which is to be fed into the countrywide interconnected net. An investment of USD 300 million is expected to be needed. The first generating unit is to be installed by December of 2006 with the remainder to be mounted during the year 2007.

For more information, click [here](#).

Trade Events

Brazil

Industry: Education/Training Services

Last year ExpoBelta - Education Expo attracted participation of language schools, colleges, universities, official tourist boards, sports and cultural centers from the U.S.A., Argentina, Australia, Canada, Germany, New Zealand, Spain and U.K. BELTA - Brazilian Educational & Language Travel Association had more than 20,000 visitors who were interested in educational, cultural and sports programs abroad. As part of the 2005 exposition a workshop is also planned.

This will provide an opportunity for new-to-market schools to present their programs to potential BELTA representatives. For those who already work with local representatives, this would be an excellent time to renew business relationships and to provide the latest information on your innovative programs and new promotions for the coming year. Brazil has a population of 170 million people. 30 million people are between the ages 15 - 24 and 27% of those (approximately 8 million) have the resources necessary to travel and study abroad. Participation in U.S.A. Pavilion at the event offers U.S. exporters a special opportunity to enter and/or expand in the Brazilian market by exhibiting their products/services.

In addition, CS Brazil will provide the following services: Design and construction of a furnished booth, Marketing campaign in Brazil via our NUSA (NetworkUSA) partner organizations located in Brazil's 38 most dynamic business centers, Market counseling, Market overview, Shuttle service airport/hotel/airport and hotel/show/hotel, Hotel reservations, Trade Aides/interpreters etc.

For more information, click [here](#).

Canada

Industry: Architectural/Constr./Engineering SVC, Chemical Production Machinery, Computer Software, General Industrial Eq./Supplies, Mining Industry Eq.,

Oil/Gas Field Machinery, Oil/Gas/Mineral Prod/Explor Serv., Operations/Maintenance Services, Pollution Control Eq., Security/Safety Eq.

With over 1600 exhibiting companies and 50,000 visitors from 85 countries, the Global Petroleum Show is one of the most significant petroleum events anywhere in the world. Recognizing the significant opportunity in Canada's Energy Sector, CS Calgary, together with CS Team Canada and USDOC's Energy Team are organizing a U.S. Innovation Center right in the heart of this show. This 1600 square foot pavilion with include exhibitor space (restrictions apply), appointments with suitable trade partners and a U.S. Consulate General hosted reception.

For more information, click [here](#).

Chile

Industry: Mining Industry Eq., Pollution Control Eq., Security/Safety Eq., Trucks/Trailers/Buses

EXPOMIN is one of the largest mining trade shows in the world and the largest in Latin America. This international fair fosters the transfer of leading-edge technologies that promote the development of mining industry production processes and associated service companies. EXPOMIN is the ideal event to introduce the latest equipment, machinery, technologies and supplies to the Chilean and Latin American mining industry.

For more information, click [here](#).

Chile

Industry: Aircraft/Aircraft Parts, Airport/Ground Support Eq., Aviation Services, Telecommunications Eq., Telecommunications Services

The 14th International Air and Space Trade Fair (FIDAE 2006) will be held on March 27 to April 2, 2006, in Santiago, Chile. FIDAE is a biennial Latin American aerospace trade fair organized by the Chilean Air Force and sponsored by the Chilean Government. The main objective of this air show is to present the latest technological advances in the airspace and defense field to Latin America. In its new location, at the Arturo Merino Benitez International Airport, the FIDAE 2006 will display products in all areas of civil and commercial aviation and defense equipment; avionics; airport equipment and services; aircraft maintenance; air traffic control technology and navigation; fixed-wing and rotorcraft; and, logistics and management software. FIDAE 2006 offers ample exhibition spaces, with pavilions, chalets and static aircraft displays.

For more information, click [here](#).

Mexico

Industry: General Industrial Eq/Supplies, Materials Handling Machinery, Machine Tools/Metalworking Eq, Operations/Maintenance Services, Plastics Production Machinery, Plastics Materials/Resins, Pollution Control Eq, Robotics

The 12th edition of Mexico's largest metalworking/manufacturing exhibition featuring machine tools, automation, assembly technology, quality manufacturing, CAD/CAM, robotics, software, coil-winding, and welding technologies. Expo Manufactura is Mexico's most important manufacturing show, held in Monterrey, the "Industrial Heart of Mexico" and home to more than 13,000 manufacturers. Large Mexican companies headquartered in Monterrey control over 50 per cent of the country's industrial assets. The seven-state territory around Monterrey imports \$20 billion in goods and services each year, 74% of which come from the U.S. Monterrey, boasting the highest per capita income of Mexico, has created an economic boom through private sector initiative, active promotion of international investment, a modern infrastructure, and a hardworking, well-educated work force. These are all reasons why Fortune Magazine calls Monterrey "the best city in Latin America in which to do business". U.S. companies are encouraged to exhibit in the USA Pavilion at Expo Manufactura to help ensure that you leave Mexico with the contacts needed to penetrate this important manufacturing market.

For more information, click [here](#).

Useful Websites

[Association of American Chambers of Commerce in Latin America](#)



The 23 AmChams in 21 countries in Latin America and the Caribbean provide a wide variety of services to their members and to the citizens of the countries in which they operate. The AmChams work diligently to contribute to the growth of trade and investment between their host countries and the United States. They represent companies and industry sectors involved in trade and promote the development of open markets and ethical business practices.